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April 8, 1998

Mr. Charles Iszard
Amerada Hess Corporation
One Hess Plaza
Woodbridge, NJ 07095

Dear Charlie:

As information, we will be changing the package design of DORAL with shipments to your stores beginning as early as May 11. Although DORAL's current pack design is already an advantage over our chief competitors in terms of quality appearance, feedback from our consumers indicates that there are some areas for improvement. Attached is a color comparison of the old and new pack. Only the package design will change, all UPC's will remain the same.

In conjunction with the introduction of the new package design we are announcing the following Retail Program (s):

- DORAL "Big American Adventure" Sweepstakes (10 winners and a guest will go on a 9 day/8 night chartered plane trip to 5 special events in Memphis, TN, Las Vegas, San Diego, Albuquerque, and Atlanta.
 - 1,500 winners will receive a 2-piece canvas luggage set
 - 2,500 winners will receive a coupon form a free carton of DORAL
- For our Retail Partners we have a Special Incentive Program designed to build business in stores:
 - Special Retail Kits will be mailed (UPS) to stores the week of May 18.
 - Kits will include an Easel Card with sweepstakes entry forms, a "match caddy" with entry forms, and a dangler, floor mat, and poster announcing the sweepstakes. Illustrations of these pieces are attached.

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- Also included in kits are a Retailer Letter outlining the entire Program.

For placement of the Easel Card, the "Match Caddy" (until matches are depleted), and one other program announcement piece for the month of July, you will qualify for a one time per store incentive payment of \$ 20.00.

Keep in mind that the above Program is in addition to the Buy 2 Packs Get 1 Pack Free Offer in June, and the ongoing \$.20/pack \$2.00/carton "buy down" currently in effect and running through August.

Your cooperation and assistance in the implementation of this program at store level is greatly appreciated. Please let me know which of the Sweepstakes Announcement Pieces will fit best in your stores.

Best Regards,

Nick

G. N. Kuruc, Jr.

Enclosure (s)

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